

# REQUEST FOR TICKETING PROPOSAL

## Ryerson's Mattamy Athletic Centre

### Overview:

Ryerson's Mattamy Athletic Centre is a multi-facility complex managed by Spectra Venue Management (formerly Global Spectrum Facility Management) located in downtown Toronto, Ontario, Canada. Ryerson's Mattamy Athletic Centre is currently soliciting quotes for ticketing services from a select group of vendors which it has deemed as qualified to execute ticket sales and service. Ryerson's Mattamy Athletic Centre currently operates on the Ticketmaster Host platform and is under contract through April 30th, 2016. The desired term of a new agreement is five (5) years) beginning May 1, 2016, with an option to extend the contract for at least two (2) additional years.

Vendors responding to this request for quote should adhere to the guidelines and format described below.

### Contact:

Please limit contact with Ryerson's Mattamy Athletic Centre to email addressed to Dan Berger, General Manager, at dan.berger@ryerson.ca. Please include the name of your company and "Ryerson's Mattamy Athletic Centre Ticketing RFQ" in the email subject line of any correspondence (example: Ticketing Company, Ryerson's Mattamy Athletic Centre Ticketing RFQ). Ryerson's Mattamy Athletic Centre may contact you by phone for clarification on your responses.

Please keep your contact to Ryerson's Mattamy Athletic Centre limited to email so that we can share your responses easily with members of our evaluation group and track discussion points.

### Time line:

Monday, September 21, 2015	Request for Quote issued to vendors
Monday, October 5, 2015	Last day for clarification questions
Monday, October 12, 2015	Responses from vendors due at 5:00 PM Eastern
Early November, 2015	Notification to vendors on contract award (time TBD)

### Delivery:

Three (3) printed copies of each proposal and one (1) digital copy on a USB drive are to be shipped to the following address no later than Monday, October 12, 2015, 5:00 PM Eastern. Please do not email proposals.

Dan Berger  
ATTN: Ryerson's Mattamy Athletic Centre Ticketing RFQ  
50 Carlton Street, Suite 4109  
Box 5  
Toronto, Ontario, Canada  
M5B 1J2

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### Projected Sales Volume:

Ryerson's Mattamy Athletic Centre (<http://mattamyathleticcentre.ca>) consists of an NHL sized rink (approximate seating capacity of 2,500), three (3) suites and a lounge overlooking the ice, and a multi-purpose court (approximate seating capacity of 1,000). Additionally, the facility offers several multipurpose meeting rooms, a state of the art fitness centre with an adjoining cafe, and a concourse space. The facility is located in downtown Toronto, Ontario, Canada.

The facility is co-owned by Ryerson University and Loblaw Companies Limited and managed by Spectra Venue Management (formerly Global Spectrum Facility Management). The Ryerson Rams (OUA, CIS) are the main tenant team at the facility and where seven of their sports teams play and practice. The teams include, Men's and Women's Basketball, Men's and Women's Volleyball, Men's and Women's Hockey, and Figure Skating. The facility also hosts several high profile events throughout the year. Past events that have been hosted at Ryerson's Mattamy Athletic Centre include; BioSteel All Canadian Basketball Game (2015), Grand Slam of Curling Players' Championship (2013, 2015), CIS Final 8 Men's Basketball Championships (2015), and the Women's World Wheelchair Basketball Championships (2014). Most recently, Ryerson's Mattamy Athletic Centre hosted Basketball and Wheelchair Basketball for the Toronto 2015 Pan Am and Parapan Am Games.

Vendors can reasonably assume the following annual sales volumes by channel based on historical sales data at:

# of internet tickets sold:	25,000
# of box office tickets sold:	20,000
# of phone tickets sold:	2,000
# of mobile tickets sold:	2,000
# of other channel tickets sold:	1,000

### Ticketing Hardware:

The following ticketing hardware is required to operate the Ryerson's Mattamy Athletic Centre:

Workstations (Credit Card Swipe, Barcode Scanner):	8
BOCA Thermal Ticket Printers:	8
Access Control Scanners:	16
Access Control Servers:	1

### Response Format:

Proposals should be limited to ten pages in length, single-sided, printed, wire-bound and include tabs for each section. Financial Proposals should be limited to a single page. Additional addendums and exhibits with other information will not be reviewed as a part of this evaluation process at this time. The response should contain the following tabs (details on the following page):

1. Cover Letter
2. Financial Proposal
3. Response to Scope of Services
4. References

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### Response Details:

#### 1. Cover Letter:

Please explain the scope of your proposal and your proposed services to Ryerson's Mattamy Athletic Centre. Please make clear who the main point of contact will be for negotiations with your company.

#### 2. Financial Proposal:

*In a single page*, please detail your financial offer to Ryerson's Mattamy Athletic Centre, including the following details:

Fees to Ryerson's Mattamy Athletic Centre:

\$ _____	Annual license fee
\$ _____	One time set up/startup fee
\$ _____	Implementation travel & expenses (please note if fixed or estimated)
\$ _____	One time hardware purchase (please detail hardware financing options, if any)
\$ _____	Per internet ticket (average/fixed fee you will charge Ryerson's Mattamy Athletic Centre per ticket)
\$ _____	Per phone ticket (average/fixed fee you will charge Ryerson's Mattamy Athletic Centre per ticket)
\$ _____	Per box office ticket (average/fixed fee you will charge Ryerson's Mattamy Athletic Centre per ticket)
\$ _____	Per order fulfilled by mail (average/fixed fee you will charge Ryerson's Mattamy Athletic Centre per order)
\$ _____	Per order fulfilled digitally or print-at-home (average/fixed fee charged Ryerson's Mattamy Athletic Centre per order)
% _____	Credit card rate applied to all transactions (Visa, MasterCard, American Express, Debit, etc.)

#### Alternative Convenience Fee Schedule:

Ryerson's Mattamy Athletic Centre will accept proposals with a scaled set of fees based on distinct ticket prices, for example:

Ticket Range	Box Office	Outlet	Phone	Internet
\$50.01 & Over				
\$30.01 - \$50.00				
\$12.01 - \$30.00				
\$0.00 - \$12.00				

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Financial Incentives for Ryerson's Mattamy Athletic Centre:

- Signing Bonus?
- Annual Marketing & Sponsorship Spend, including ticket inventory purchase?
- Other incentives?

### 3. Scope of Services:

3.1: Ticketing Services: Please respond to the following questions with "Yes" or "No":

- 3.1.1 Ticketing Vendor builds, tests and deploys all events for sale:
- 3.1.2 Ticketing Vendor handles all mailing of advanced sale orders:
- 3.1.3 Vendor handles all returns of canceled or rescheduled events:
- 3.1.4 Ticketing Vendor supplies year-round dedicated client support representative:
- 3.1.5 All Ticketing hardware provided by Ticketing Vendor:
- 3.1.6 All Ticketing hardware installed by Ticketing Vendor:
- 3.1.7 All Ticketing hardware maintained by Ticketing Vendor for life of contract:
- 3.1.8 All ticket stock and envelopes provided by Ticketing Vendor:
- 3.1.9 The ticketing license allows for ticketing of Ryerson's Mattamy Athletic managed events at other Facilities (e.g. local festivals, outdoor concerts, Ryerson University Theatre School Building):

3.2 Describe, briefly, any other specific services offered to Ryerson's Mattamy Athletic Centre and your stated value of each service on an annual basis.

3.3 Describe, briefly, the marketing services offered to Ryerson's Mattamy Athletic Centre and your stated value of these services on an annual basis.

### 4. References:

Please provide three (3) references for Ryerson's Mattamy Athletic Centre to call to discuss your service offering, including the following information:

Facility Name:

Contact name:

Title:

Email address:

Phone number:

Website:

Products Used: (example, ticketing, access control, kiosks, marketing services)

Number of years in service on current platform:

Please do not have references contact Ryerson's Mattamy Athletic Centre on your company's behalf. Please do not submit letters of reference with your response. Note that your references may not be contacted during the initial evaluation period.

### 5. Vendor Meetings and Product Demonstrations:

Ryerson's Mattamy Athletic Centre may contact vendors for meetings and product demonstrations upon completion of its initial evaluation of proposals.